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## **Skills**

Client Relations, Project Management, Writing, Copy Editing, Meltwater, Google Analytics, Campaign Monitor, Adobe InDesign, Illustrator, Photoshop Lightroom, Photography, Graphic Design, Spanish (Limited Working Proficiency), Microsoft Office

## **Awards**

Ketchum Employee of the Month (Jan. 2019)  
Most Outstanding Graduating Senior in PR at UNC-Chapel Hill (May 2017)

## **Activities**

Marathon running

## **Experience**

### **Ketchum, Public Sector and Government Practice, (Washington, D.C.)**

Senior Account Executive, December 2019-Present

Account Executive, June 2019-November 2019

Assistant Account Executive, June 2018-May 2019

Account Coordinator, June 2017-May 2018

Summer Fellow, June 2016-August 2016

- Act as a key client contact, leading development of 100+ external fact sheets, guides, and infographics for the Centers for Medicare & Medicaid Services (CMS), synthesizing complex healthcare policy updates while managing internal teams and coordinating with CMS and other contractors.
- Develop and execute strategic communications planning efforts for CMS to target healthcare professionals and consumers/patients, coordinating with internal analytics, creative, and paid teams.
- Lead complex federal healthcare new business responses by managing teams, writing proposal sections, copy editing, and reviewing budget assumptions.
- Manage ongoing listserv message and social media development; review media monitoring updates.
- Plan and execute webinars, stakeholder meetings, and in-person events, coordinating with up to 50+ CMS staff and contractors.
- Work with internal web developers and UX experts to update 40 webpages with design and usability improvements while verifying content accuracy.
- Coordinate project management activities by delegating client work among 25-person team, overseeing reporting to ensure planned work is completed and meeting goals, maintaining monthly budget tracker, and managing client tracker with status of 100+ items.

### **Parris Communications, Public Relations Intern (Kansas City, MO), May 2015-August 2015**

- Wrote and pitched press releases and media kits for a full-service PR firm for clients such as QuikTrip.
- Created media lists using Cision.
- Identified 100+ people doing good in their communities and wrote them letters for a QuikTrip "Pay It Forward" Campaign.

### **MMI Public Relations, Intern (Cary, NC), May 2014-July 2014**

- Wrote and pitched press releases tailored to media throughout the U.S. for a full-service PR firm for clients such as Golden Corral.
- Wrote social media content, articles, and blog posts.

## **Education**

### **The University of North Carolina at Chapel Hill**

#### **B.A., Media and Journalism-PR Concentration, May 2017**

- Second Major in Global Studies, Minor in Hispanic Studies
- Graduated with Highest Distinction and Honors Carolina participant
- Fall 2015 semester abroad with host family in Seville, Spain
- Kappa Kappa Gamma sorority